

Tourism Outreach Email Template

Email Subject Line Examples: Include when you're visiting, what you do, and your specific style.

1. Moody landscape photographer coming to Idaho March 2018
2. Videographer looking to shoot aerial drone film of Idaho in March 2018

Email Body:

- One sentence intro to who you are
- What do you like to shoot [use bullet points]
- What do you have in mind for the type of content you would like to shoot?
- Communicate whether you already have a trip planned or if you're trying to get them to pay you to come. [Pro tip: It's much easier to work with tourism companies when you are already planning on going to the location.]
- If you do not already have a trip planned please state when you would like to visit.
- What type of content do you specialize in? Photo, Video, or Editorial? Do you specialize in anything specific? [Pro tip: The more specific the better]
- Link to portfolio and work
- Link to any references from past clients. [Pro tip: Make sure to list any other tourism agency you have worked with as this will increase your odds of getting the job]

Example Email

Subject: Dreamy portrait lifestyle photographer coming to London March 2018

Hello, My name is Prince, I specialize in creating dream like scenes featuring lively people showcasing the beauty of the world in a unique way.

I like to photograph the following:

- People in urban places
- Lifestyle (coffee shop vibes)
- Landscape (Moody/dreamy)

While I'm in London I would love to do a editorial write up with images covering the underground coffee scene in London.

I will be in London on the 18th of March until the 31st.

I specialize in photos and editorial. You may view my portfolio [here](#).

I recently worked with Visit Iceland, Visit England, and Travel Europe. Here is a link to [my references](#)

I appreciate your consideration,

Prince McClinton